

Minutes of  
CHEROKEE COUNTY  
TOURISM DEVELOPMENT AUTHORITY  
April 7, 2011

The newly appointed Tourism Development Authority held its first meeting at 9:30 a.m. on April 7, 2011 in the Conference Room of the Courthouse Annex.

Members present were Eric Carlson, David Wood, Gil Hargett, Karen Nash, Danny Slucher, Phylis Blackmon and Candy Roberts. Absent was David Raxter. Also present was Deborah Weatherly, GIS Administrator for Cherokee County.

Media present: Dwight Otwell from the Cherokee Scout.

Prior to the beginning of the meeting David Wood provided several area maps to the members.

While the County Commissioners have the responsibility of appointing the Chair of the Authority, Gil Hargett nominated Eric Carlson as the Authority's recommendation as Chair, which was unanimously agreed upon. Karen Nash said that she would like to serve as Vice Chair. Mr. Carlson asked if anyone would volunteer to serve as Secretary and take minutes. Phylis Blackmon offered to do so.

After the invocation and pledge to allegiance, Ms. Blackmon reported on the history of the TDA and she also gave a report of the current operations of the Welcome Center.

Candy Roberts, County Finance Officer, stated that she would like to see the Chambers submit monthly financial statements to the TDA, with the TDA submitting them to the commissioners on a quarterly basis as provided for in the TDA resolution. She also stated that Cherokee County withholds administrative costs prior to distributing funds to the Chambers, in accordance with legislation. She stated that it is her recommendation that a lease be executed between the TDA and the Cherokee County Chamber of Commerce.

The next meeting of the TDA was set for Thursday, April 21, 2011, at 9:30 at Pacesetters Western Carolina Adventure Center in Marble.

Mr. Carlson stated that terms of office needed to be set for members of the TDA, and that the Resolution provided that three members would serve two-year terms and that four members would serve three-year terms. Mrs. Blackmon stated that she would like to serve a three-year term, Mrs. Nash stated she would like to serve a three-year term, Gil Hargett stated he would prefer a two-year term, and the other members did not state a preference.

Next was a discussion of occupancy tax collections and delinquencies.

After discussion, motion was made by Karen Nash to ask the County Commissioners to adopt a resolution of support to be sent to TVA recommending that their proposed lake improvements be at Mickens Branch. The motion was seconded by Eric Carlson and unanimously passed.

The board next discussed possible branding of the county to maximize its appeal to potential tourists.

There was a discussion of Welcome Center operations and possible future funding changes, as well as discussion of printing of brochures.

There being no further business, the meeting was adjourned at 11:45 a.m..

Thylis J. Blackmon